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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Antarctica in the mind of visitors -- Representations of a remote destination -- Images of Antarctica as transmitted by literature -- Early Antarctic Tourism: The voyage of Les Éclaireurs in 1958 -- Supervision of Antarctic Tourism: Still a pending challenge? -- Adventure Tourism in Antarctica -- New challenges for the IAATO -- The development of Antarctic tourism through Ushuaia as a gateway port.
Sommario/riassunto	This book discusses the expansion of new activities carried out in Antarctica and the focus among treaty parties on the perceived challenges posed by adventure tourism in the region. Shedding light on the latest trends and the modus operandi of all parties involved, it draws attention to new elements in the debate on how tourism and environmental protection can best be reconciled, with tourism in Antarctica rapidly increasing in recent decades. As far as technical practice and visitor guidance are concerned, the challenge facing tour

operators lies in determining whether tourism has a negative or positive impact on the environment. The individual chapters address the development of polar tourism in terms of numbers, types and activities. The International Association of Antarctica Tour Operators, which advocates and promotes the practice of safe and environmentally responsible travel to the Antarctic, is also part of this study. In this context, special attention is paid to its strategies relating to adventure tourism – including both deep-field activities and those additional or new activities launched from traditional ship or yacht-based platforms. The analysis includes aspects of risk management and environmental considerations, as well as views on the cultural perspectives of Antarctica.

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